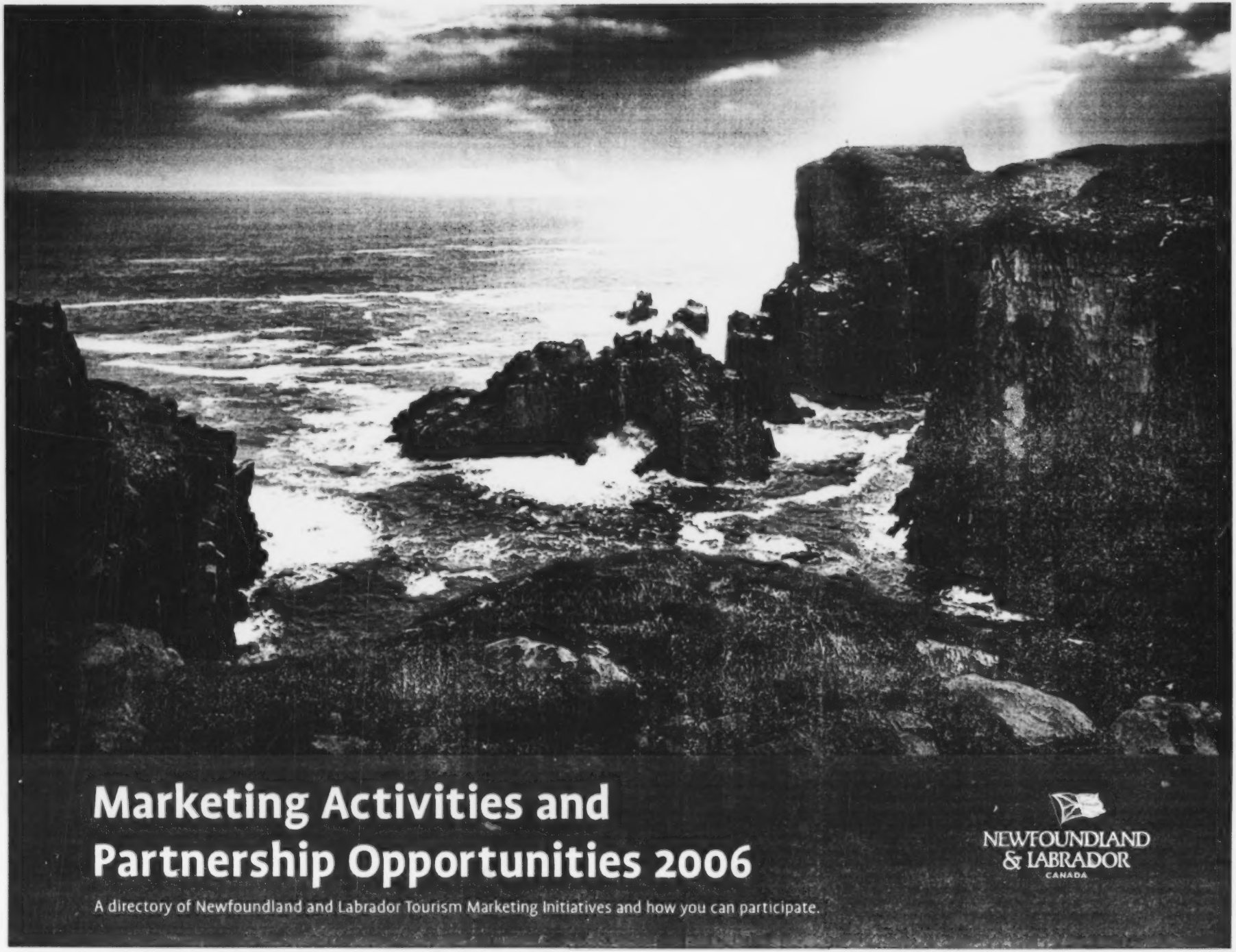
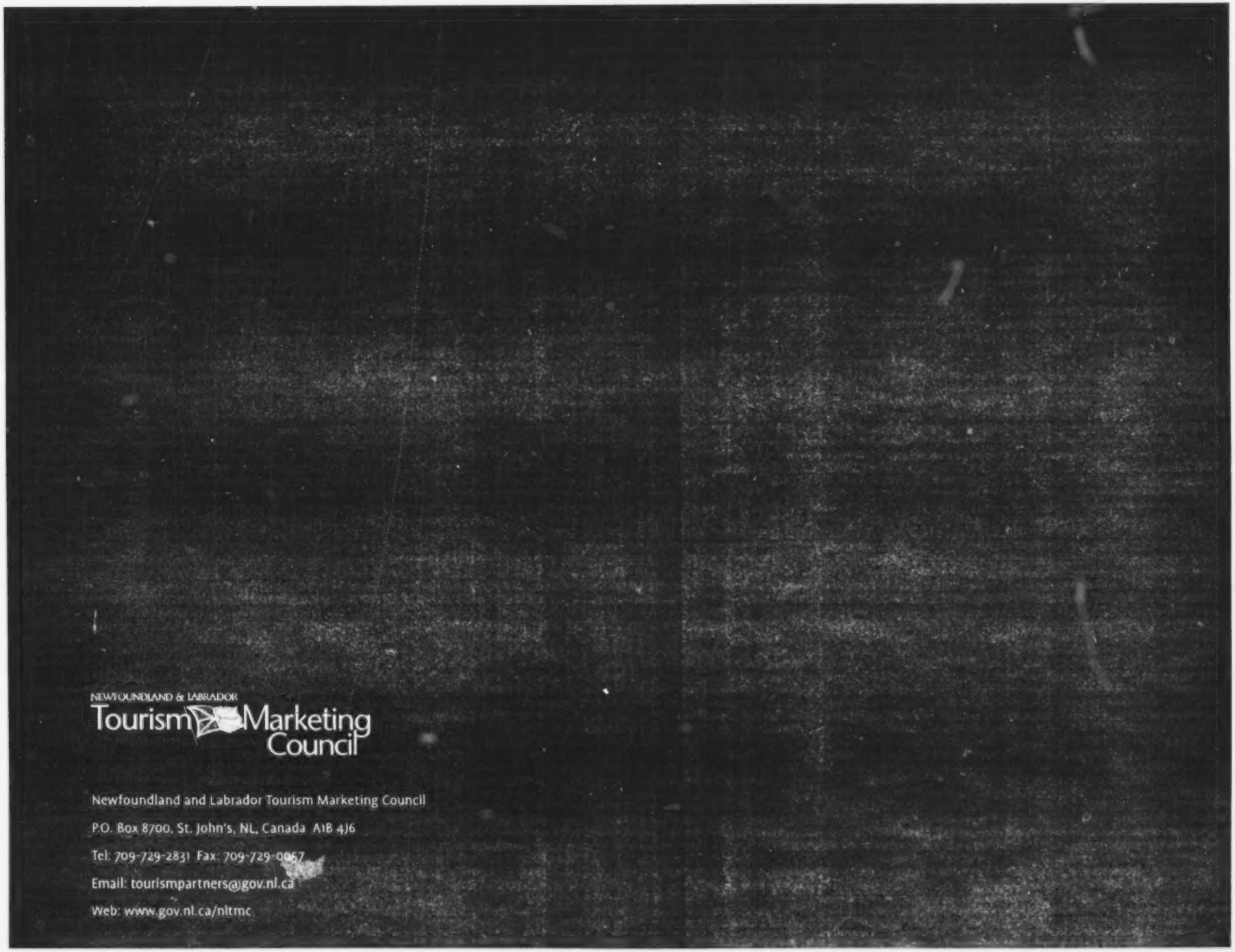


Marketing Activities and Partnership Opportunities 2006

A directory of Newfoundland and Labrador Tourism Marketing Initiatives and how you can participate.

NEWFOUNDLAND & LABRADOR
CANADA



NEWFOUNDLAND & LABRADOR
Tourism Marketing Council

Newfoundland and Labrador Tourism Marketing Council

P.O. Box 8700, St. John's, NL, Canada A1B 4J6

Tel: 709-729-2831 Fax: 709-729-0057

Email: tourismpartners@gov.nl.ca

Web: www.gov.nl.ca/nltmc

Table of Contents

Message from the Minister & Chair	2
Strategic Compass & Creative Platform	4
Touring & Explorer Market	10
All Canadian Markets	11
Ontario Market	11
Maritime Market	12
Quebec Market	12
United States Market	13
Overseas Market	15
Visiting Friends & Relatives Market	18
Season Extension Program	18
Activity Markets Marketing Programs	20
Meetings, Conventions & Incentive Travel Market	20
Outdoor Adventure Market	22
Hunting & Fishing Market	23
All Markets Marketing Programs	26
Travel Media Program	26
Travel Trade Program	28
Travel Guide 2007	31
E-marketing	31
Picture Newfoundland and Labrador	32
Tourism Information	32
Tourism "Open Mic" Program	33
Partnership Programs Guidelines	34
Acronyms	35

This symbol indicates a partnership opportunity

106-04554/

A Message from the Minister

I am pleased to present the 2006 Tourism Marketing Plan and Partnership Opportunities guide. The guide contains information on various marketing programs Newfoundland and Labrador Tourism has to offer. The guide is designed as a marketing reference tool for tourism operators, and as a means to further develop partnerships that will continue to stimulate tourism growth for Newfoundland and Labrador.

In 2006, Newfoundland and Labrador Tourism will unveil a new tourism brand positioning and creative platform to help strengthen Newfoundland and Labrador's image as a tourism destination and to differentiate it from other destinations. The platform is based upon the concept of "Creativity." It will be used to clearly communicate what Newfoundland and Labrador has to offer as a travel destination. Creativity defines who we are, what we do, and how we live. Creativity is relevant to our target markets. They seek natural, spontaneous, and uncomplicated experiences.

The three pillars of our creativity – our People, Culture, and the Natural Environment – will provide focus and content for our advertising plan. It will bring to life the true beauty, character, and creativity of Newfoundland and Labrador in unique, surprising, and compelling ways.

I look forward to the year ahead, and would like to thank the Newfoundland and Labrador Tourism Marketing Council for their continued leadership and enthusiasm.

Sincerely,

Tom Hedderson

Tom Hedderson
Minister of Tourism, Culture and Recreation

A Message from the Chair

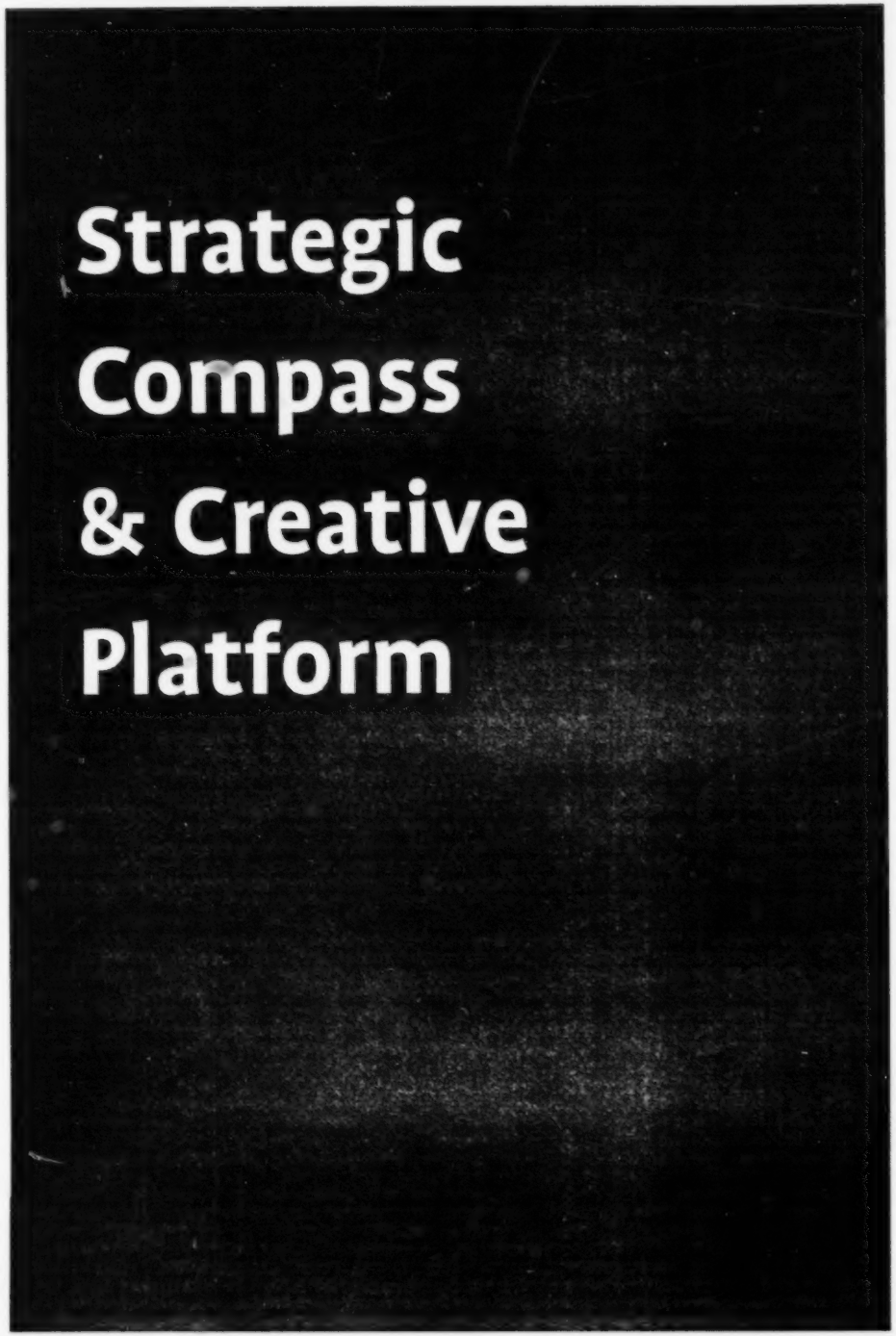
In 2004, the Newfoundland and Labrador Tourism Marketing Council (NLTMC) released its 5-year Strategic Marketing plan for Newfoundland and Labrador Tourism. The plan defined the vision for tourism marketing and identified the key strategic priorities for the future. These strategic priorities provide the basis for the development of this annual marketing plan.

Directly related to our strategic priorities is the implementation of two exciting marketing initiatives in 2006. The new creative strategy will bring Newfoundland and Labrador to the forefront of travel intention and a new internet marketing strategy will bring innovation to how we communicate with our key markets. Both initiatives will encourage continued partnership among all industry stakeholders. Your participation is key to promoting the continued growth and vitality of tourism in Newfoundland and Labrador.

On behalf of the NLTMC, I thank our industry colleagues for their efforts and I invite you to take a closer look at the marketing plan, and to work with us to promote Newfoundland and Labrador. We welcome your input, your partnership and the opportunity to grow our industry.

Sincerely,

Judy Sparkes-Giannou
Chair
Newfoundland and Labrador Tourism Marketing Council



Strategic Compass & Creative Platform

The Accidental Tourist

"For Newfoundland and Labrador, there's no such thing as an accidental tourist. It takes deliberate planning and determined effort to visit here, compelled by curiosity and the promise of what's unique and different in our people, culture, lifestyle, and dramatic scenery."

Barriers & Opportunities

Travel distance, travel time, travel cost, and travel access are significant barriers for visitors, and a significant competitive disadvantage for the tourism industry in Newfoundland and Labrador.

The challenges do not end there. A short peak season, capacity constraints during peak season, infrastructure and facility deficiencies, the increasing cost of travel, and increasing problems and delays at border crossings and in airports make a tough job of increasing tourism visitors and revenue even more difficult. Competing with well-known tourism destinations that are well-funded and heavily advertised makes the job even tougher.

Despite these formidable barriers, there are significant opportunities open to Newfoundland and Labrador Tourism.

Baby boomers are entering the empty nest stage of the family life cycle. They have money, time, and a keen interest to explore destinations that are off the beaten track, unusual and unspoiled places where few have gone before. Places like Newfoundland and Labrador.

Another significant opportunity exists in Ontario, our largest non-resident market: Ontario remains largely underdeveloped for Newfoundland and Labrador Tourism. Doubling the current 1.3% annual penetration rate would add an additional 150,000 visitors a year.

Perhaps the greatest opportunity for 2006 lies in the launch of the new brand positioning and personality for Newfoundland and Labrador Tourism – and the creative strategy and execution which will romance, reflect, and express it.

Marketing Objectives

The marketing objective for Newfoundland and Labrador Tourism is to increase non-resident visitation and expenditures from our core markets; thereby increasing the tourism industry's annual contribution to the economy.

The strategies and campaigns created to achieve these Marketing Objectives will be guided by the desire of Government and the Tourism Marketing Council to extend the tourism season beyond the core summer season – in order to increase the economic benefit and the long-term viability of the industry.

Marketing Strategy

Advertising will be the engine to power this growth strategy. Advertising will reach and persuade visitors to come to Newfoundland and Labrador, rather than to other destinations in their evoked set.

The tourism product – in the form of attractions, experiences, and infrastructure – will have a larger role to play in increasing length of stay, amount of money spent per trip, and overall tourism revenues.

To be successful in attracting customers from competitors, it's essential that we focus and concentrate our resources on the best opportunity – and create campaigns and programs which are fully integrated.

Target Markets

Newfoundland and Labrador Tourism will focus and concentrate its resources against the target audiences and markets which offer the best opportunity, and the highest return on investment. Research and industry experience is clear in identifying the best opportunity for Newfoundland and Labrador Tourism.

The priority target market for 2006 is the non-resident Touring and Explorer market as described in the following section. Secondary target markets include developmental and partner markets, as well as activity-based markets and narrowly-focused specialty markets such as the Meetings, Conventions and Incentive Travel market, and the Hunting and Fishing market.

Current Brand Perceptions

How do people see Newfoundland and Labrador (if they even think of this place at all)? What are the current perceptions?

This Brand Perceptions Profile for the Touring and Explorer market in Ontario helps paint a picture of the target audience. Extrapolated from consumer research, it sets the stage for developing the strategic and creative direction for Newfoundland and Labrador Tourism moving forward.

"Newfoundland and Labrador sure seems different, but I can't put my finger on exactly why. I know the name, and I've met and know people from there; they're really friendly and down to earth, a bit quirky, and they must really miss home because they never stop talking about it. The things I've heard or read about it are mostly about the poor economy. I think it's quite beautiful...isn't it? It's one of the few places in Canada that I haven't been to. I haven't really thought about going there for a vacation. I'd probably like to, but it's never really been on the top of my list. My spouse and I are thinking about going to Nova Scotia next summer; it's probably a lot like Newfoundland and Labrador anyway. I know Newfoundland and Labrador is far away, and I think it's more expensive to get to than a lot of other Canadian and US destinations. I don't really think about it – it rarely comes to mind, except on the news."

Brand Positioning

Most tourism brands are positioned on tangible products and features. Not surprisingly, most advertising presents an inventory of 'products' – places to go, sights to see, and things to do.

But people don't buy 'products'; they buy benefits. The real benefit lies several layers below the tangible tourism 'product' – in the emotion of the brand, and the feelings it evokes.

Newfoundland and Labrador will stand for 'Creativity'.

'Creativity' is true to the brand of Newfoundland and Labrador. Creativity – natural, spontaneous, and uncomplicated – defines who we are, what we do, and the place around us.

We express it in everything we do and say. It will differentiate the Newfoundland and Labrador brand and become our strongest unique selling point.

'Creativity' as the brand positioning will be expressed and supported by three pillars:

• **People**: The very real character of our people, their attitude, and way of life. Real genuine people – warm, friendly, welcoming, uncomplicated, witty, humourous, and fun-loving. All the more powerfully felt because of the historical undercurrent of an unrelenting and unforgiving environment, mastered only through a fierce independence, steeped in self-reliance, quiet pride, and creative ingenuity.

• **Culture**: Our history, heritage, music, art, language architecture, folklore, traditions, values, and the vitality of colour and texture in everything we touch. It links our past with our present, and expresses our spiritual and creative and intellectual qualities.

• **Natural Environment**: This place of fierce beauty that lives by the sea. A rugged land with 17,542 km of coastline, rich icons of whales and wildlife and icebergs, and a sensuous magic light that pours over the landscape and into the art and culture and hearts of our people.

Brand Personality

The Newfoundland and Labrador Tourism brand personality will guide all advertising and marketing programs. It will personify the creativity of our people and our culture.

The brand personality is the natural and spontaneous expression of who we are:

- Natural and uncomplicated.
- Warm and friendly.
- Genuine and authentic.
- Quietly and proudly independent.
- Spontaneous, rather than practiced or self-conscious.
- Witty and funny, with a natural spontaneity.
- Creative – not only in art and culture, but in our natural ingenuity and inventiveness.
- Comfortable in our own skin.

Creative Strategy

Tourism advertising has become remarkably similar in message, content, attitude, look, and feel.

Most tourism ads are focused on 'products'; most are crowded with multiple messages; most try to appeal to everyone. Not surprisingly, very little stands out in this bland and boring sea of sameness.

The creative strategy is simple: express the 'creativity' brand positioning in everything we say and do. With wit, intelligence, and a sense of humour.

The three pillars of our creativity – People, Culture, and Natural Environment – will provide focus and content for the demonstration of our brand's creativity in advertising executions and marketing communications.

But while the content of the advertising will feature our unusual tourism products, icons, locations, and experiences, the advertising will not be 'about' products. The creative strategy is to elicit an emotional response – a 'feeling' about this unique place we call home. And it's this difference that will make all the difference in securing a competitive advantage for Newfoundland and Labrador.

In addition, every advertising execution will express the brand personality – natural and uncomplicated, warm and unpretentious, spontaneous and inventive, with an effortless wit and engaging sense of humour.

Finally, every creative concept and every ad must meet two very strict criteria. First, it must demonstrate the true beauty, character, and creativity of Newfoundland and Labrador in unique and compelling ways. Second, it must clearly differentiate our tourism brand from the competition – and not look and feel like every other tourism campaign in the market.

Creative Platform & Theme

The genesis of the creative platform for the new advertising and marketing campaign was sparked by a simple question: Why would anyone want to visit Newfoundland and Labrador?

It's far away. There isn't a single mega-theme park. Strangers often talk to you. Well, these are exactly the kind of reasons why you should come.

This campaign celebrates the realness of Newfoundland and Labrador, and the fact that there's a kind of honesty to the place and the people you just don't find anywhere else.

'Find Yourself Here' is the theme which ties our advertising creative to the brand positioning.

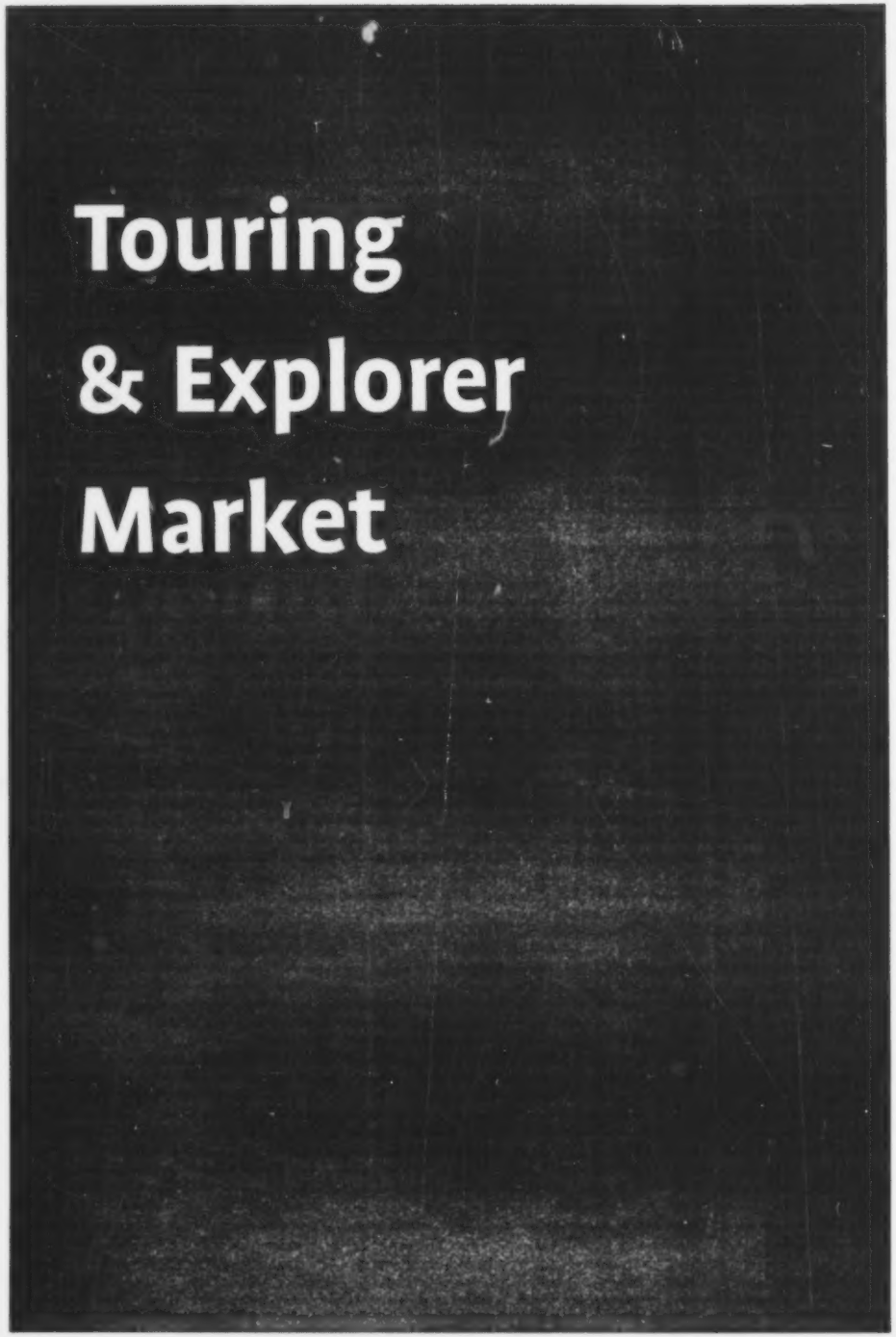
This campaign expresses the natural creativity of Newfoundland and Labrador by focusing on how we see things differently. We don't need aquariums here, because we have an ocean. We don't need amusement parks, because there are so many naturally amazing things to do. We don't paint on fake smiles for our visitors – it's in our nature to be friendly to everyone.

The new advertising campaign will show what we really are – a natural yet surprisingly exotic place that goes far beyond the packaged, programmed kind of tourism other places offer.

This creative platform is designed to reflect the uncomplicated and somewhat spiritual feeling you get when you're in Newfoundland and Labrador. This campaign is designed to persuade consumers that a visit here is a chance to discover a wonderful, naturally exotic, and unexpectedly different place, off the beaten track. Perhaps more importantly, a visit to Newfoundland and Labrador is an opportunity for visitors to discover something inside themselves.

The Find Yourself Here marketing campaign is full of big ideas – ideas with the legs to carry the creative effectively across all media, including above-the-line, below-the-line, online, direct, and 360° out-of-the-box media and guerilla marketing ideas (to build buzz around the water cooler).

A pool of 120-second, 60-second, and 30-second TV spots, plus a variety of print executions has been developed to bring the "Find Yourself Here" creative idea to life. Each of the concepts focuses single-mindedly on one unique idea that highlights the natural creativity of this place and its people. Collectively, like chapters of a book, this pool of TV spots paints a more complete picture of the unusual, unexpected, and compelling differences which make Newfoundland and Labrador a distinctive and attractive tourism destination.



Touring & Explorer Market

The Touring and Explorer market is a broad leisure group seeking sightseeing and soft adventure experiences – from nature viewing to cultural experiences to hiking, birding, and whale-watching.

Demographically, research reveals them to be singles and couples in the pre- and post-full nest stage of the family lifecycle (i.e., they have no children living at home). Not surprisingly, they tend to be in two age groups: 25 to 34, and (skewed) 45+ years of age.

They also tend to be well-educated and literate, with a higher than average proportion who are university educated, and with higher than average household incomes.

Psychographically, they see themselves as increasingly sophisticated and experienced travelers, seeking more unusual places and experiences 'off the beaten track'. They're interested in discovering and experiencing the unspoiled natural environment. They are curious people, more interested in unexpected and intriguing experiences than repeat trips to conventional 'tourist' destinations: "Been there, done that."

Segmenting the markets geographically, the key horizontal markets are Ontario and the Maritimes – currently accounting for 35% and 29% of visitors, respectively.

With an annual visitor penetration rate of 1.3%, Ontario offers the greatest potential for growth.

All Canadian Markets

Television Campaign - Specialty TV

A pool of 120-second, 60-second, and 30-second specialty TV ads (January to May).

In-Flight TV Campaign

A 2-minute mini movie and a pool of 60-second ads on all Air Canada flights of 45 minutes or longer (February to March).

Ontario Market

Television Campaign

A pool of 120-second, 60-second, and 30-second network TV ads (January to April).

Newspaper Campaign

A combination of full-page, 4-colour; 2/3-page 4-colour; 1/7-page black & white ads, and 4-colour preprinted inserts in the Toronto Star and the Globe & Mail (February to April).

Consumer/Trade Shows and Marketplaces

The Advil Outdoor Adventure Show
Toronto, ON – February 24-26, 2006
www.nationalevent.com
Canada's premiere outdoor adventure travel show with over 29,500+ attendees in 2005. Canada's largest consumer show dedicated to outdoor adventure.
Who should attend: Receptive adventure operators, accommodations, major attractions and events, transportation and Destination Marketing Organizations (DMOs).
Cost: Booth Space $925.00 (10' x 10'), Seminar Registration $100.00
For information contact Sandy Hickman
709-729-5260 shickman@gov.nl.ca

The Advil Outdoor Adventure Show
Calgary, AB – March 24-26, 2006
www.nationalevent.com
Outdoor adventure travel show with over 15,000+ attendees in 2005.
Who should attend: Receptive adventure operators, accommodations, major attractions and events, transportation and DMOs.
Cost: Booth Space $950.00 (10' x 10'), Seminar Registration $100.00
For information contact Sandy Hickman
709-729-5260 shickman@gov.nl.ca

Toronto Travel and Leisure Show
Toronto, ON - April 6-9, 2006
www.travelandleisureshow.com
Key Ontario consumer show including a trade evening and a 3-day consumer show.
Who should attend: Receptive operators, accommodations, attractions and events, transportation and DMOs.
Cost: Booth Space $1,450.00 (10' x 10'), Furnishings: $200.00.
For information contact Sandy Hickman
709-729-5260 shickman@gov.nl.ca

Ontario Motorcoach Association Annual Conference and Marketplace (OMCA)
Toronto, ON – November 12-15, 2006
www.omca.com
Meet with tour operators from Canada and the US, primarily from Ontario, in one-to-one prescheduled appointments.
Who should attend: Receptive operators, accommodations, attractions and events, transportation and DMOs.
Cost: Initiation Fee $160.00, Annual Dues, DMOs $360.00, Hotels, Tour Services, Attractions, Food Service Retail $315.00, Registration Fee $795.00 (Based on 2005 Rates)
For information contact Cathy Anderson
709-729-5633 canderson@gov.nl.ca

Maritime Market

Television Campaign

A pool of 60-second and 30-second network TV ads (April to May).

Newspaper Campaign

Print ads in the Halifax Chronicle Herald. (May to June).

Quebec Market

Newfoundland and Labrador Tourism is testing the Quebec Market for its potential and will attend the following trade show.

Consumer/Trade Shows and Marketplaces

Bienvenue Quebec Trade Show and Marketplace
Lavel, PQ – October 23-25, 2006
www.apaq.qc.ca
Meet with US and Canadian tour operators meeting in one-to-one prescheduled appointments.
Who should attend: Receptive operators, accommodations, attractions, events, transportation and DMOs.
Costs: Membership: Associates $400.00; Tradeshow Registration $700.00, Marketplace Registration $1295.00 (based upon 2005 rates)
For information contact Cathy Anderson
709-729-5633 canderson@gov.nl.ca

United States Market

The New England region of the United States is the key international market for Canada. It also provides potential for Newfoundland and Labrador, as these travelers are demanding adventure and cultural/heritage experiences in new destinations. At present, 11% of our visitors come from the United States.

The United States is a significant market and the competition for market share in the northeast United States is enormous. To maximize our market share, Newfoundland and Labrador works co-operatively with the Atlantic Canada Tourism Partnership (ACTP) and the Canadian Tourism Commission (CTC).

ACTP is a nine member pan-Atlantic partnership comprising the Atlantic Canada Opportunities Agency, the four Atlantic Canada Tourism Industry Associations, and the four Provincial Departments responsible for tourism.

In-Flight TV Campaign

A 2-minute mini movie and a pool of 60-second ads on all Air Canada flights of 45 minutes or longer (February to March).

Magazine Campaign

Print ads in targeted niche magazines such as Audubon and Smithsonian (February to June).

Consumer/Trade Shows and Marketplaces

American Bus Association Marketplace (ABA)
Nashville, TN – February 3-8, 2006
www.buses.org
Meet with US and Canadian Operators in one-to-one prescheduled appointments. Association membership required in advance of marketplace registration.
Who should attend: Receptive operators, accommodations, attractions and events, transportation, and DMOs.
Cost: Membership $475.00 US per year;
Delegate Fee $1,055.00 US
Future dates: January 27-February 1, 2007 Grapevine, TX
For information contact Cathy Anderson
709-729-5633 canderson@gov.nl.ca

Educational Travel Conference & Trade Show
Baltimore, MD – February 21-24, 2006
www.travelearning.com
Meet with travel planners from alumni associations, continuing education departments, zoos, nature centres, conservation groups, museums, cultural institutions, and related organizations interested in enrichment travel and learning vacations.
Who should attend: Receptive operators & DMOs.
Cost: Registration Fee $1,250.00 US
For information contact Charlotte Jewczyk
709-729-0992 cjewczyk@gov.nl.ca

AAA Southern New England Travel Marketplace 2006
Foxborough, MA – March 3-5, 2006
ww1.aaa.com/AAA_Travel/Travel/travel.htm
Southern New England AAA members show. Three-day consumer show.
Who should attend: Receptive operators, major accommodation operators, major attraction and events, regional tourism associations, and DMOs.
Cost: Booth Space $1,300.00 US (8' x 10'); Furnishing extra
For information contact Sandy Hickman
709-729-5260 shickman@gov.nl.ca

Seatrade Cruise Shipping Convention
Miami Beach, FL – March 13-16, 2006
www.cruiseshipping.net
The Cruise Association of Newfoundland and Labrador (CANAL) is the lead organization for this trade show and conference which Newfoundland and Labrador Tourism supports.
Who should attend: Receptive operators, port authorities and DMOs.
Cost: Non-exhibiting delegate: $995.00 US, Early bird $895.00 US, Exhibitor $650.00 US,
Booth $3,435.00 US (10' x 10')
For information contact Cathy Anderson
709-729-5633 canderson@gov.nl.ca

Atlantic Canada ShowCase (ACS)
Charlottetown, PEI – October 3-5, 2006
www.atlanticcanadashowcase.com
Held in Atlantic Canada biannually for North American tour operators. Meetings are one-to-one prescheduled appointments.
Who should attend: Receptive operators, accommodations, attractions and events and DMOs.
Cost: Registration Fee TBA
For information contact Cathy Anderson
709-729-5633 canderson@gov.nl.ca

National Tour Association Annual Convention (NTA)
Salt Lake City, UT – November 3-7, 2006
www.ntaonline.com
Meet with US and Canadian tour operators in one-to-one prescheduled appointments. Association membership required in advance of marketplace registration.
Who should attend: Receptive operators, accommodations, attractions, events, transportation and DMOs.
Cost: 2006 Membership, one time initiation fee $350.00 US; Annual dues $665.00 US; delegate fee $1,060.00 US (based on 2005 rates)
For information contact
Cathy Anderson 709-729-5633 canderson@gov.nl.ca

USTOA 2005

United States Tour Operator Association
Scottsdale, AZ – December 9-11, 2006
www.ustoa.com
US and Canadian Tour Operators meetings in one-to-one prescheduled appointments. USTOA is a US-based organization of wholesale tour operators as well as Associate and Allied members. Association membership required in advance of marketplace registration.
Who should attend: Receptive operators, accommodations, attractions, events, transportation, and DMOs.
Cost: Membership $750.00 US per year;
Registration Fee $700.00 US (plus membership fee)
(Based upon 2005 rates)
For information contact Charlotte Jewczyk
709-729-0992 cjewczyk@gov.nl.ca

Overseas Market

Overseas is a development market for Newfoundland and Labrador with low penetration but with long-term potential and high-spend per visitor. It currently represents 8% of our total market share and visits to the province.

Newfoundland and Labrador Tourism will continue to market in partnership with its Atlantic Canada partners. The primary focus is on the United Kingdom, Germany, German-speaking countries, and Japan.

Marketing efforts are heavily dependent on travel trade and partnerships with the CTC. Participation with CTC includes TV and print advertising campaigns in the UK and Germany. The partnership also develops measurable co-ops and partnerships with in-market tour operators and develops and distributes foreign language publications to fulfill consumer and trade requests in the UK, Germany, Japan, and France.

For information on the overseas market contact Kathleen Crotty 709-729-6150 kcrotty@gov.nl.ca

Consumer/Trade Shows and Marketplaces

CMT

Stuttgart, Germany – January 14-22, 2006
www.messe-stuttgart.de/cmt/2004/englisch
Participation with ACTP. Major consumer show based in one of Germany's most affluent regions. Sponsored by the CTC.
Who should attend: Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs.
Cost: Registration Fee $2,800.00 includes registration, booth and directory listing. Additional delegate registration fee $50.00

Canada-Swiss Forum

Zurich, Switzerland – January 26-27, 2006
Travel trade seminar and marketplace.
Who should attend: DMOs, major hotels, and transportation.
Cost: Registration $3,500.00 includes marketplace, presentation room, audio visual equipment, directory listing, and networking functions.

ITB Berlin

Berlin, Germany – March 8-12, 2006
www.itb-berlin.com
World's largest international tourism travel trade show for tour operators, travel agents and media. Participation in partnership with ACTP and sponsored by the CTC.
Who should attend: Receptive operators, accommodations, major attractions, activities and events, transportation and DMOs.
Cost: Single-sided workstation $3,565.00, double-sided workstation $5,135.00, single-side booth $7,075.00, double-sided booth $9,980.00. Includes booth, directory listing, CTC briefing on the German market and networking functions.

Spotlight Canada

London, England – March 13-15, 2006
www.spotlightcanadauk.com
One-to-one prescheduled appointments between UK tour operators/media and Canadian suppliers. Participation in partnership with ACTP and sponsored by the CTC.
Who should attend: Receptive operators, accommodations, major attractions, activities, events, transportation, and DMOs.
Cost: Registration booth $2,550.00, includes registration, booth, directory listing, trade reception, CTC UK market, overview, and networking functions.

Rendez-vous Canada (RVC)

Toronto, Ontario – April 22-26, 2006

www.rendezvouscanada.ca

International tour operators and media meet in one-to-one prescheduled appointments with suppliers of Canadian Tourism Products. This international travel trade marketplace is based in Canada and annually rotates around the country.

Who should attend: Receptive operators, resort operators, accommodations, attractions and events, transportation, and DMOs.

Cost: Registration fee $885.00 ($785.00 Tourism Industry Association of Canada member, $295.00 one-day registration fee), booth fee $1,045.00 shared, $1,975.00 full. DMO delegate fee $885.00. Includes 8' x 10' booth, pipe and drape, marketplace appointments, networking functions, security, booth storage, some meals, and travel between hotel and RVC Venue.

Kanata 2006

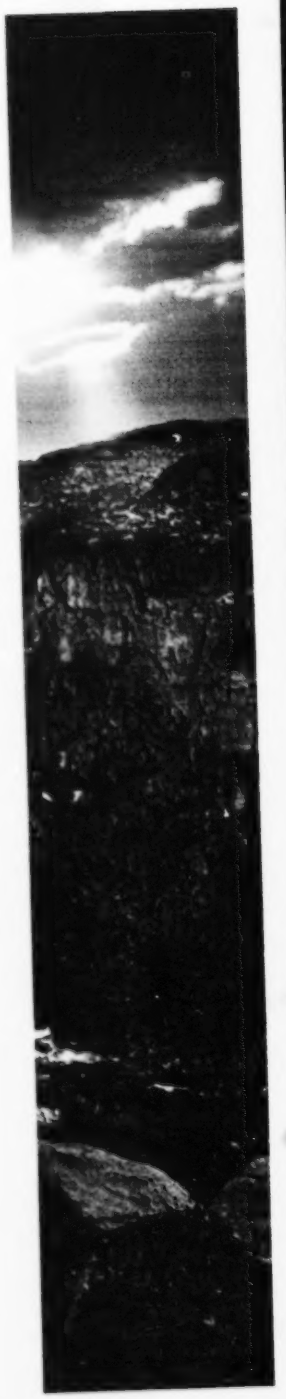
Tokyo, Osaka, and Nagoya, Japan – October 16-20, 2006

www.kanata2006.com

Annual event organized and sponsored by the CTC Japan. Canadian seller organizations meet in one-to-one prescheduled appointments with Japanese travel trade professionals and media.

Who should attend: Receptive operators, DMOs, transportation, accommodations, and major attractions.

Cost: Principle delegate registration $5,000.00 includes booth, appointment schedule, directory listing, CTC briefing on Japan market, and networking functions.



Visiting Friends & Relatives Market

Come Home Year Support Program

A program available to any committee organizing a reunion/come home year that is intended to attract visitation from outside the province. Support includes mail-out service (out-of-province only) and advisory service.

For information contact Sandy Hickman
709-729-5260 shickman@gov.nl.ca

Season Extension Program

In-Province Marketing Program

Once again, Newfoundland and Labrador Tourism will initiate a season extension program for the in-province market. The objectives for the program are:

- To increase resident in-province travel and expenditures by motivating residents to vacation in-province.
- To increase resident knowledge of activities and attractions that occur during fall, spring, and winter seasons as well as the summer period.
- To increase frequency of travel by motivating residents to take additional and more frequent short trips during the shoulder seasons as well as their annual summer vacation. Increase focus on the shoulder seasons.
- To provide value-oriented advertising opportunities for tourism operators.

Spring, Summer & Fall 2006

As of press time, the details of the complete 2006 in-province marketing program have not been confirmed. Industry partners will be informed as the details are finalized.

Winter Program 2005/2006

Direct Mail Campaign

Direct mail brochures featuring industry partner value packages mailed to every household in the province and also promoted online.

Radio Campaign

A provincial 3-week general awareness radio campaign promoting the value packages.

For information, contact Brett Thornhill
709-729-2806 bretttbornhill@gov.nl.ca
or Shelley Magnússon
709-729-5251 shelleymagnusson@gov.nl.ca

Marble Mountain Campaign

The ski campaign is a co-op program with the Marble Mountain Development Corporation that utilizes television, newspaper, Post-it notes, email, and special promotions to reach the Halifax and Newfoundland and Labrador markets.

Television Campaign

A pool of five 15-second TV ads (December to March).

Newspaper Campaign

A print campaign in metro areas in Nova Scotia (Halifax) and Newfoundland and Labrador (December to March).
For information contact Brett Thornbill
709-729-2806 brettthornbill@gov.nl.ca

Consumer Show

Toronto International Snowmobilers Show
Toronto, ON – October 2006 (To be confirmed)
www.torontosnowmobileshow.com
This show attracts tens of thousands of snowmobile enthusiasts from all over Ontario, Quebec, the Maritimes, New York, Michigan, Ohio, etc.
Who should attend: Receptive tour operators, outfitters, accommodations, DMOs, snowmobile related services and providers.
Cost: Booth Space $1,000.00 (10' x 10')
For information contact Sandy Hickman
709-729-5260 shickman@gov.nl.ca

Activity Markets Marketing Programs

Meetings, Conventions & Incentive Travel Market

Meetings and Conventions provide a substantial economic impact to the Newfoundland and Labrador economy. In addition to the direct benefits of hosting meetings and conventions, there are spin-off benefits from the significant pre- and post-conference stays.

Newfoundland and Labrador Tourism provides consultation, materials support, and mailing assistance to international, national, and regional conference organizers hosting conventions and meetings in Newfoundland and Labrador.

The Incentive Travel market is becoming a major focus of the MC&IT marketing effort. Recently, there has been an increase in awareness and interest in Newfoundland and Labrador as an incentive destination. While this market is in the developmental stage, there are export-ready products and services available. As a result, there is an increase in Newfoundland and Labrador incentive travel programming from both national and international incentive travel houses and corporate planners.

Incentive travel is a global management tool that uses an exceptional travel experience to motivate and/or recognize staff for increased levels of performance in support of organizational goals. Newfoundland and Labrador

Tourism provides consultation, marketing, and product development support to industry suppliers in this lucrative market. Trade shows and marketplaces are available through partnership opportunities in North American markets.

For information on the Meetings, Conventions and Incentive Travel Markets contact Brenda Walsh 709-729-2777 bbwalsh@gov.nl.ca

Advertising

Conventions Meeting Canada

Published annually by Rogers Media, Conventions Meeting Canada is the official guide to meeting places and services in Canada. It is distributed to more than 10,400 meeting planners in Canada, primarily corporations, associations and governments. Newfoundland and Labrador Tourism prepares the introductory page and the editorial content for the Newfoundland and Labrador section. Consultation on listings is available. Advertising partnerships are welcomed.

Trade Shows and Marketplaces

Tête a Tête

Ottawa, ON – February 15, 2006

Ottawa Chapter of the Canadian Society of Association Executives (CSAE) Chapter Showcase.

Who should attend: Convention Visitors Bureaus (CVB), DMOs, Destination Marketing Companies (DMCs), and hotels.

Cost: Cost shared among participants; Booth Approximately $450.00. Tabletop displays.

Trailblazers Incentive Marketplace

Monaco – July 27-31, 2006

www.trailblazers-info.com

Five-country partnership in a 3-day marketplace with approximately 80 qualified buyers. Buyer-seller ratio 1:1 Organized through CTC Chicago.

Who should attend: DMOs, DMCs, and hotels (by application only).

Cost: Marketplace $5,000.00 US.

IncentiveWorks

Formerly the Canadian Meeting and Incentive Travel Trade Show and Symposium (CMITS)

Toronto, ON – August 21-23, 2006

www.mtgevents.com

Premier 2-day corporate meeting and incentive travel symposium and trade show. National corporate and incentive market.

Who should attend: CVBs, DMOs, DMCs, and hotels

Cost: Symposium registration $500.00; Booth cost shared among participants, each booth approximately $2,000.00.

Canadian Society of Association Executives (CSAE)
Conference and Trade Show
Edmonton - September 28-30, 2006
www.csae.com
Premier association market trade show and conference
Who should attend: CVBs, DMOs, DMCs, and Hotels
Cost: Conference registration $600.00; Booth cost shared among participants approximately $1,500.00 per booth.

Financial and Insurance Conference Planners and Trade Show (FICP)
Las Vegas - November 12-14, 2006
www.ficpnet.com
The FICP Annual Conference is a meeting designed by, and for, meeting planners of all levels of experience in the insurance and financial services industry.
Who should attend: CVBs, DMOs, DMCs.
Cost: A CTC-sponsored partnership. Partnership costs $6,500.00 US per partner. FICP membership required to attend.

Outdoor Adventure Market

Outdoor and nature activities such as birding, kayaking, and hiking are core to our tourism experiences. These experiences appeal to outdoor enthusiasts and have a broad appeal to our touring and explorer market. Newfoundland and Labrador Tourism partners with the Adventure Tourism Association of Newfoundland and Labrador on consumer and trade programs.

Guide to Adventures Marketing Partnership Program
A partnership program between Newfoundland and Labrador Tourism and the Adventure Tourism Association of Newfoundland and Labrador (ATANL). Certain criteria for participation exists. The program consists of:

- www.guidetoadventures.com website
- Advertising of guidetoadventures.com in the Newfoundland and Labrador Travel Guide and in the destination advertising campaign undertaken by Newfoundland and Labrador Tourism
- Market Ready Program
- Participation in trade and consumer shows as listed in the Touring and Explorer Market section (pages 10-19)

For information on the Guide to Adventures marketing partnership contact Hospitality Newfoundland and Labrador 709-722-2000 info@hnl.ca www.hnl.ca

For information on the Outdoor Adventure Market contact
Sandy Hickman, Newfoundland and Labrador Tourism
709-729-5260 shickman@gov.nl.ca

For advertising information contact Brett Thornhill,
Newfoundland and Labrador Tourism
709-729-2806 brettthornhill@gov.nl.ca

Hunting & Fishing Market

Newfoundland and Labrador offers hunters and sport fish enthusiasts some of the most amazing and rewarding outdoor recreation experiences in the world. Our big game moose population densities are higher than anywhere in North America and as high as anywhere in the world, and our game fishing is the most prized in the world. The hunting and fishing market contributes significantly to our tourism revenues.

Newfoundland and Labrador Tourism partners with the Newfoundland and Labrador Outfitters Association (NLOA) to develop a fully integrated marketing program for the Hunting and Fishing Market.

For information on the Hunting and Fishing Market
contact Ed Best 709-729-0096 edbest@gov.nl.ca

Publication

Hunting and Fishing Guide 2007

The Hunting and Fishing Guide is a publication developed in cooperation with the Newfoundland and Labrador outfitters. Forty thousand copies are produced as fulfillment to inquiries about hunting and fishing in our province.

Distribution Date:	January 2007
Free Listing Information:	May 31, 2006
Advertising Booking	August 25, 2006
Material & Payment	September 1, 2006

Cost/Size Specifications:

Outside Back Cover	$4,000.00
Full Page	$4,000.00
1/2 Page	$2,200.00
1/3 Page	$1,360.00
1/6 Page (Full-colour)	$680.00
1/6 Page (BW + one colour)	$480.00
1/6 Page (Black & White)	$360.00
1/12 Page (Black & White, copy only)	$320.50

For information contact Andrea Peddle
709-729-2808 apeddle@gov.nl.ca
For advertising information contact Brett Thornhill
709-729-2806 brettthornhill@gov.nl.ca

Magazine Campaign
Newfoundland and Labrador Tourism advertises in American Hunter, Outdoor Life, Bowhunter Magazine, Peterson's Hunting, North American Hunter, Gray's Sporting Journal, Bear Hunting, Sporting Classics, Fly Fisherman, and Diversion (February to July).

Internet Campaign
Web banners on targeted hunting & fishing websites (February to April).

Direct Mail Campaign
Direct mail targeted to a qualified hunt & fish database in the United States and Canada (January).

- **Media Tours**

Co-host media tours at your business as they experience your hunting and fishing products first hand. You can participate by sharing costs and resources with Newfoundland and Labrador Tourism.
For information contact Ed Best
709-729-0096 edbest@gov.nl.ca

Advertising Opportunity

- **Magazine Advertising Co-op**

American Hunter is the official journal of the National Rifle Association (NRA) and is distributed to more than 1.5 million NRA members monthly.

This publication provides outfitters the opportunity to reach Newfoundland and Labrador's key big game hunting market.
Distribution Date: February 2006
For information contact Brett Thornhill
709-729-2806 brettthornhill@gov.nl.ca

Consumer Shows

- **Safari Club International Convention**

Reno, NV – January 18-21, 2006
www.show.sci.com
The premier hunting show in the United States for big game hunting enthusiasts, journalists and travel agents.
Who should attend: Hunting outfitter and DMOs.
Cost: Booth Space $1,850.00 US (10' x 10'); Annual Membership $55.00 US; Minimum $600.00 US cash donation required.

- **The Fly Fishing Show**

Marlborough, MA – January 20-22, 2006
www.flyfishingshow.com
Fly-fishing enthusiasts, journalists and travel agents in the mid-Atlantic region of the United States.
Who should attend: Fishing outfitters and DMOs.
Cost: Booth Space $850.00 US (10' x 10'); Corner Booth extra $95.00 US.

The Fly Fishing Show
Somerset, NJ – January 27-29, 2006
www.flyfishingshow.com
Fishing enthusiasts, journalists and travel agents in the Tri-State area. The world's largest fly fishing show.
Who should attend: Fishing outfitters and DMOs.
Cost: Booth Space $1020.00 US (10' x 10');
Corner Booth extra $115.00.

Eastern Fishing and Outdoor Exposition
Worcester, MA – February 9-12, 2006
www.sportshows.com
Hunting and fishing enthusiasts, journalists and travel agents in the New England/metro Boston area. New England Outdoor Writers Association holds its annual general meeting at the same time.
Who should attend: Hunting and fishing outfitters and DMOs.
Cost: Booth Space $820.00 US (10' x 10').

National Rifle Association Convention
Milwaukee, WI – May 19-21, 2006
www.nra.org
Hunting enthusiasts, journalists and travel agents in the West and Mid-West United States area.
Who should attend: Hunting outfitters and DMOs.
Cost: Booth Space $800.00 US (10' x 10');
Corner Booth extra $125.00 US.

Hunters Extravaganza
Fort Worth, TX – August 18-20, 2006
www.ttha.com
Trophy hunting enthusiasts, journalists and outfitter agents in the Texas area. The largest hunting show in the South.
Who should attend: Hunting outfitters and DMOs.
Cost: Booth Space $700.00 US (10' x 10');
Corner Booth extra $100.00 US (based on 2005 rates).

All Markets Marketing Programs

Travel Media Program

The Travel Media Program plays an integral role in maximizing consumer and trade awareness of Newfoundland and Labrador through unpaid media coverage in key markets. Travel media includes freelance journalists, travel editors, broadcasters, producers, and travel trade media. Newfoundland and Labrador Tourism, along with its Atlantic Canadian counterparts, estimates editorial value from travel stories is four times that of paid advertising. Last year, Newfoundland and Labrador received in excess of $49 million in media coverage. Last year, Newfoundland and Labrador was featured in Canadian Geographic, Dreamscapes, The Robb Report, The Boston Globe, and on PBS, to name a few.

Who should participate: DMOs and RTAs with new tourism products or unique travel story ideas. Export-ready and commissionable suppliers such as accommodations, food and beverage operations, transportation, attractions.

For information on the Travel Media Program, contact Gillian Marx 709-729-2832 gmarx@gov.nl.ca

Editorial

Help us keep the media informed of what's new in Newfoundland and Labrador. Send us information about new travel products, events, personalities, folklore, and regional descriptions for unique travel story opportunities.

The information you send us is used to pitch unique story ideas to media and to initiate and plan media tours to Newfoundland and Labrador for qualified journalists. You can also submit articles on new tourism products and attractions for CTC and various media association newsletters.

Media Tours

- Co-host travel media at your business as they tour Newfoundland and Labrador to experience our tourism products first-hand. You can participate by sharing costs or in-kind contributions with Newfoundland and Labrador Tourism for these tours.

Sales Activities

- Media receptions, promotions and sales calls in our key geographic markets are crucial elements in our travel media program. Many of these activities are done in partnership with CTC and ACTP.

Media Marketplaces

- **Travel Media Association of Canada Annual General Meeting and Marketplace**

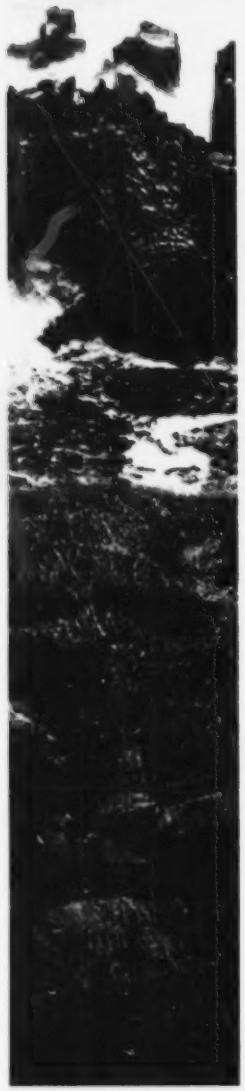
Calgary, AB – February 17-20, 2006
www.travelmedia.ca
Meet with accredited Canadian travel media one-to-one in prescheduled appointments.
Who should attend: Major attractions, events and DMOs.
Cost: Membership $160.00; Initiation fee $50.00; Registration Fee is approximately $500.00 and includes marketplace appointments, networking functions, professional development, and some meals.

- **Annual Canadian Tourism Commission Canada Media Marketplace**

Los Angeles, CA – April 3-5, 2006
www.canadamediamarket.org
Meetings with primarily American travel media one-to-one in prescheduled appointments.
Who should attend: Major attractions, events and DMOs.
Cost: Registration $3,500.00 US, depending upon number of representatives. Includes marketplace appointments, networking functions, professional development, and some meals.

- **Canadian Tourism Commission GoMedia Canada Marketplace**

Deerhurst, ON – May 21-25, 2006
www.media.gomediacanada.com
Meetings with accredited Canadian travel media one-to-one in prescheduled appointments.
Who should attend: Major attractions, events and DMOs.
Cost: $2,495.00. Includes marketplace appointments, networking functions, professional development and some meals.



Society of American Travel Writers Annual General Meeting and Media Marketplace
Santiago, Chilé – October 2006
www.satw.org
Meetings with primarily American travel media in one-to-one appointments and networking sessions. Membership is required to attend.
Who should attend: Major attractions, events and DMOs.
Cost: Application Fees $450.00 US; Membership Dues $250.00 US; Membership Directory $150.00 US; Registration approximately $1,400.00 US. Includes flight, accommodation, marketplace meeting, networking functions, professional development, and some meals.

Travel Trade Program

The Travel Trade Program plays an integral role in tourism marketing through programs designed to increase tourism revenues by introducing new products and developing targeted joint marketing campaigns (JMAs) with the Travel Trade. Newfoundland and Labrador Tourism works with tour operators and packaged travel companies. Travel Trade includes motorcoach, cruise, and Foreign/Fully Independent Travellers (FIT) companies, conference and incentive travel planners, affinity/special interest groups such as enrichment travel, adventure tourism companies, and key travel influencers.

Trade Shows and Marketplaces

Detailed descriptions of shows and marketplaces can be found in the Touring and Explorer market section (pages 10-19).

Joint Marketing Agreements (JMAs)

National and international tour companies are invited to submit proposals to the Manager of Market Development & Travel Trade to participate in joint marketing agreements with Newfoundland and Labrador Tourism. Marketing proposals are reviewed on an individual company basis and may be submitted at any time.

Trade Support

Sales missions to both new and key accounts are ongoing. Training sessions for pre-qualified top-selling agencies and reservation staff of key tour operators in targeted markets are carried out annually. Commissionable export-ready suppliers and Regional Tourism Associations may participate. A variety of promotional materials including lap maps, tour shells, postcards, posters, mini-lures, videos, tent cards, and profile sheets are available to travel trade to ensure messaging and competitive edge within the marketplace, keeping Newfoundland and Labrador as a top-of-mind destination within the travel trade network.

Travel Trade Planning Tools Online

- Provincial trade partners are encouraged to provide information on new and enhanced products that can support the development of creative itineraries. Industry partners are invited to submit listings of new products and itinerary suggestions to assist in the update of the Newfoundland and Labrador Travel Trade section of our website and other marketing support initiatives.

For information contact Cathy Anderson
709-729-5633 canderson@gov.nl.ca

Educational Trips/Familiarization Tours

- The Travel Trade team welcomes and encourages provincial partnership support in the provision and planning of educational trade and familiarization tours (FAM) for qualified trade professionals.

- **Travel Trade Staff Familiarization Tour** - Each year the travel trade marketing team tours a part of Newfoundland and Labrador with the mandate to expand their product knowledge and provide an opportunity to meet tourism suppliers at their place of business. This introduces further partnerships, product delivery and networking opportunities.

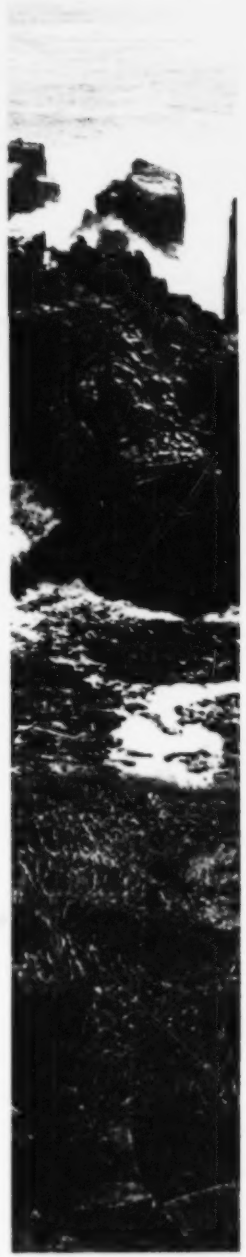
Advertising Co-ops

- **Group Tour Magazine**

Distributed quarterly to 15,000 group travel professionals from the US and Canada. The distribution covers tour operator members of ABA, NTA, OMCA, Québec Bus Owners Association (QBOA), USTOA, and independent tour operators.
Cost: Price pending, approximately $2,100.00 US.
Deadline: September 2006
Contact: *Kevin Scully www.grouptour.com*
508-539-1046/1-800-767-3489 kevin@grouptour.com

- **Canada Scope Trade Magazine**

Newfoundland and Labrador Tourism negotiates a feature profile on the province and encourages tourism operators, receptives, DMOs and specialty products to cooperatively advertise and submit editorial copy for print, email, and web promotion. Distribution quarterly to 8,000 national and international tour, receptive operators, travel planners and travel influencers, including CTC and international posts. Canada Scope also offers e-newsletter profile inserts and distribution service.
Cost: $850.00-$4,500.00 (to be confirmed). For best rates use booking code "NFLCOOP06" - which identifies you as a partner of Newfoundland and Labrador Tourism.
Deadline: Ongoing
Contact: *Jim Smith*
1-514-879-1711 www.canadascope.com



Atlantic Canada Tour Planner 2006

The Atlantic Canada Group Tour Planner combines group tour information for all of Atlantic Canada into one easy-to-use book volume. Distribution includes members of NTA, OMCA, QBOA, ABA, Motorcoach Canada and GLAMER as well as international tour operators and travel agents. Distribution: 8,000 copies.

Cost: Advertising rates: $159.00-$5,488.00.

Deadline: September 2006

Contact: *Judy McNaughton 1-902-425-8255 ext 222 jmcnaughton@holidaymedia.ca*

The Travel Industry Guide To Canada

Superior quality reference and resource guides distributed to United States (42,000 copies), Britain (21,000 copies), and Canada (13,000 copies), retail and corporate travel agencies, meeting planners, incentive houses, and tour operators. Published by GlobElite Travel Marketing, these guides offer co-op advertising magazine style and web based promotion.

Cost: Print Advertising $495.00-$17,000.00,
Web promotion $85.00 monthly

Deadline: November 2006

Contact: *www.canadatravelguides.ca*
Atlantic Rep: Wanda Cuff Young 709-834-7977

Team Canada

www.teamcanadatourism.com

Team Canada is a member-driven organization that promotes its members to tour operators who are members of NTA and ABA in order to maximize product awareness and provide opportunity for increased economic benefit. Members must either be members of NTA or ABA or have attended RVC, Bienvenue Quebec or OMCA within the last 2 years.

Cost: Annual Membership from $350.00 for Suppliers and DMOs with less than 250,000 population to $550.00 for DMOs with more than 1,000,000 population.

Team Canada offers its membership advertising opportunities to its members. To view, visit www.teamcanadatourism.com. Membership is required to access.

Travel Trade Information Contacts

Touring & Cruise Market: Cathy Anderson
709-729-5633 canderson@gov.nl.ca

Overseas Markets: Kathleen Crotty
709-729-6150 kcrotty@gov.nl.ca

Outdoor & Leisure Markets: Sandy Hickman
709-729-5260 shickman@nl.ca

Meetings, Conventions & Incentive Travel Markets: Brenda Walsh
709-729-2777 bbwalsh@gov.nl.ca

Manager, Market Development & Travel Trade: Charlotte Jewczyk
709-729-0992 cjewczyk@gov.nl.ca

Travel Guide 2007

A comprehensive travel guide to Newfoundland and Labrador including Attractions, Adventures, Accommodations, Tours, Excursions, Shops, Studios, Galleries, Festivals, and Events. The Travel Guide is distributed to all inquiries for travel information in Canada, United States, and English-speaking Europe. The print run is 200,000 copies.

Distribution Date:	January 2007
Deadlines:	
Free Listing Information	May 31, 2006
Advertising Booking	August 25, 2006
Material & Payment	September 1, 2006
Cost/Size Specifications:	
Outside Back Cover	$10,500.00
Inside Back Cover	$10,000.00
Full Page	$9,750.00
1/2 Page	$5,460.00
1/3 Page	$3,315.00
1/6 Page (Full-colour)	$1,657.50
(Black & White + one colour)	$1,160.25
(Black & White)	$828.75
1/12 Page (Black & White, copy only)	$780.00

For advertising information contact Brett Thornhill
709-729-2806 brettthornhill@gov.nl.ca
For listings information contact the TDMS Team
709-729-5599 tdms@gov.nl.ca

E-marketing

E-Marketing Campaign

Consumer Website

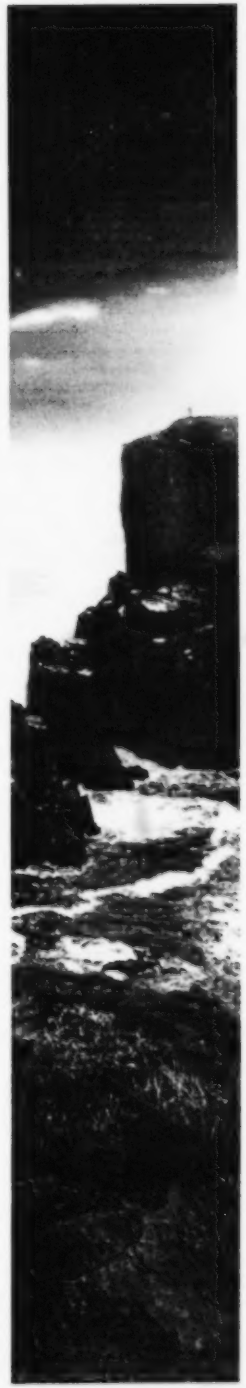
A new web structure and design will be launched this year. As the new website takes shape, watch for new online marketing opportunities.

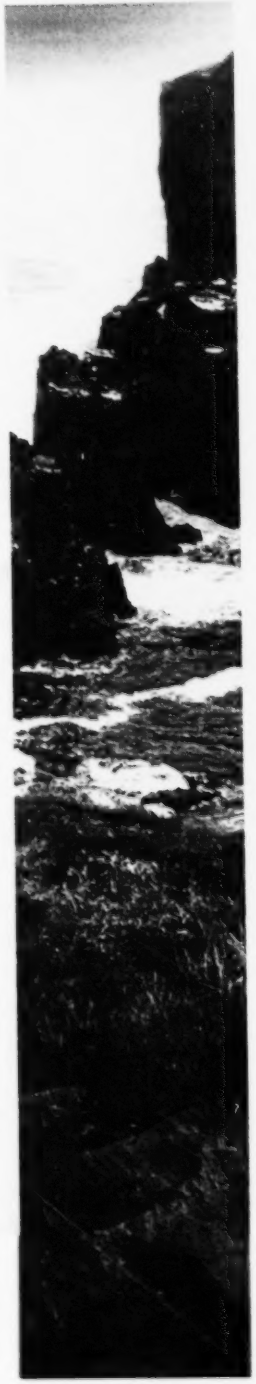
Online Advertising Campaign

As of press time, the details of the online advertising campaign are still being finalized.

E-newsletter

Promote your business via the Newfoundland and Labrador Tourism e-newsletter. We have a growing global database (40,000 +) with strong readership who are actively seeking travel news and information on events and attractions within our province. The e-newsletter provides editorial, suggested touring routes, event information and links to the tourism website. Partners can purchase a sponsorship ad with a link back to their website. This is a limited opportunity with only one ad space per newsletter. Submissions do not automatically guarantee placement in a newsletter. The number of e-





newsletters will be confirmed. Partners for this initiative will be considered based on the relevance of their product to the editorial content/theme of each newsletter.
Cost: To be confirmed
For information contact Brett Thornhill
709-729-2806 brettthornhill@gov.nl.ca

Picture Newfoundland and Labrador

Newfoundland and Labrador Tourism has an image database containing thousands of professional quality images, video and film footage. This material is available to tourism-related enterprises for the development of advertising and marketing materials that promote Newfoundland and Labrador as a travel destination. Permission from the department is required for the use of this material, and partners must follow the department's image usage policy. Scanning and courier costs may apply.
For information contact Bern Brittain
709-738-5445 brittain@nf.aibn.com

Tourism Information

Tourism Information Database
At any time, update your business information on the Tourism Data Management System (TDMS). Information will be used by Contact Centre Travel Counsellors and on the tourism website - free of charge. (Please note: to have your information included in the Travel Guide, there is a mandatory May 31 deadline).
For information contact the TDMS Team
709-729-5599 tdms@gov.nl.ca

TDMS II Update Online
New this year, Newfoundland and Labrador Tourism will offer the opportunity for industry operators to update their own tourism operator profile online.
For information contact the TDMS Team
709-729-5599 tdms@gov.nl.ca

Contact Centre Travel Counsellors Training
Educate Contact Centre Travel Counsellors, from the toll-free tourism information line, on your product or region by giving presentations and keeping them informed on events, new attractions or adventures - free to tourism operators and/or in-kind contribution of products or services.
For information contact Cindy King
888-693-2255 cindy.king@telelinkcallcentre.com

Website Link Program

List your business on the Tourism Data Management System (TDMS), and it will automatically be included on the Newfoundland and Labrador Tourism website.
We will also provide a hotlink to your website (limited to one hotlink per listing). Operator links may be removed without notice at any time. All information must be kept current. Other conditions may apply.
For information contact AppleCore Interactive
709-753-3652 tourism@applecore.ca

Visitor Information Centres Literature Distribution

Free distribution of tourism literature to provincial and regional Visitor Information Centres. Annually, our provincial Travel Counsellors speak with approximately 135,000 people. For a copy of the distribution policy, visit: www.tcr.gov.nl.ca/tcr/services_programs/literaturedist.htm
Materials Deadline: April 30, 2006 & May 30, 2006
For information contact Nick Dawe
709-729-5228 ndawe@gov.nl.ca
For a copy of the distribution policy, contact Glen Ryan
709-729-2427 gryan@gov.nl.ca

Visitor Information Centres Travel Counsellor Training

Each spring, a training program is conducted to enhance new student Travel Counsellors' knowledge of the province's attractions, services, and products. Occasionally, permanent seasonal staff participate in regional familiarization tours. Experiencing your product first-hand through tours and presentations greatly increases their knowledge of your product, enabling them to transfer this information to our visitors.
To promote your product or region to these crucial sales people, there are various opportunities to participate in regional tours and presentations.
For information contact Glen Ryan
709-729-2427 gryan@gov.nl.ca

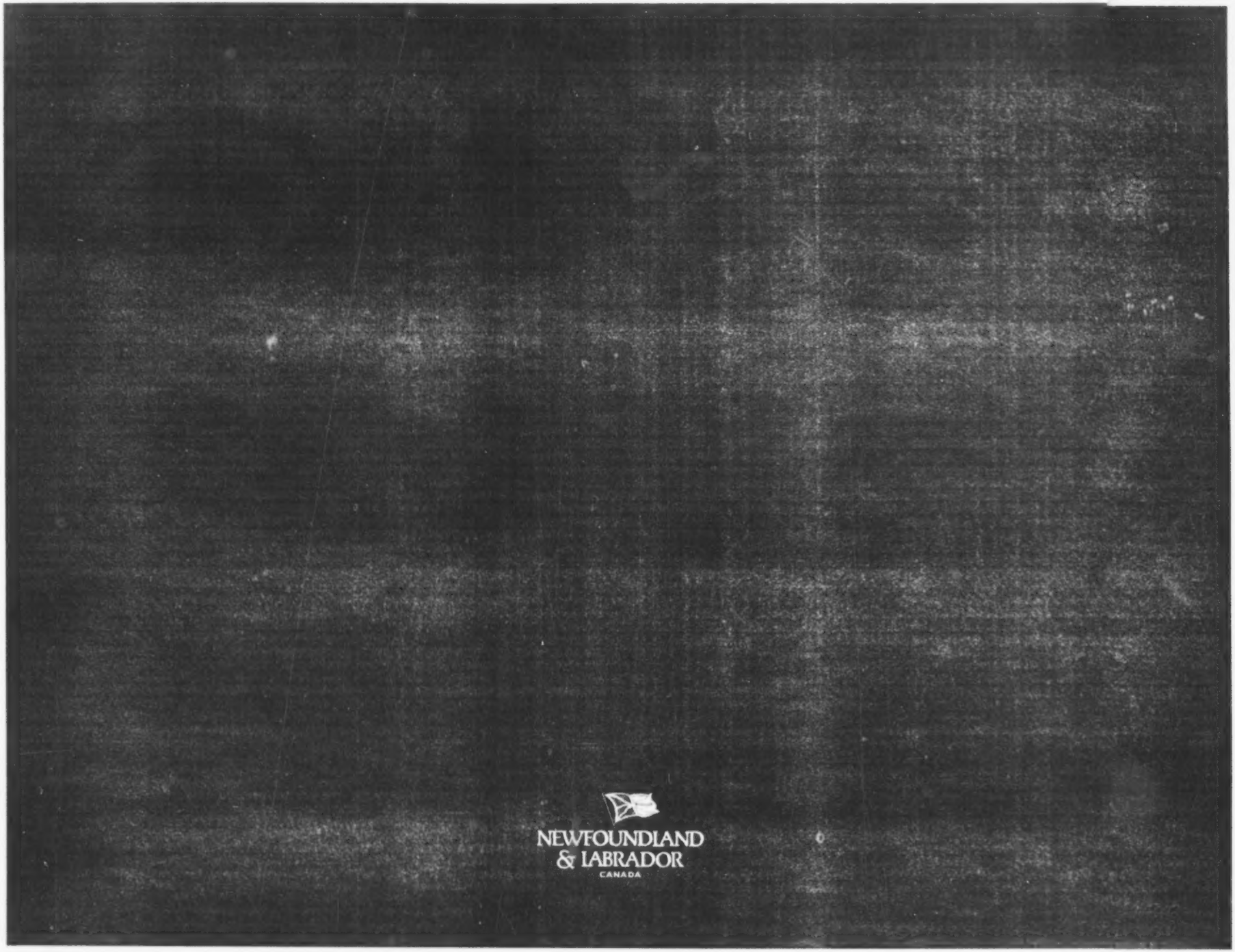
Tourism "Open Mic" Program

Keep Newfoundland and Labrador Tourism informed of your tourism product offerings by making a presentation to marketing staff who are in contact with consumers, travel trade professionals, and travel media. Help us supply them with current information on new product information and story ideas. We invite tourism operators, regional tourism associations, and destination marketing organizations with export-ready products to participate.
To participate, reserve the first Wednesday morning of any month to present your product to our marketing staff.
You must reserve at least one month prior. We can assist in reserving audio visual equipment.
For information contact Shelley Magnusson
709-729-5251 shelleymagnusson@gov.nl.ca

Partnership Programs Guidelines & Acronyms

- Costs are in Canadian dollars unless indicated otherwise.
- Programs and costs are subject to change.
- Prices do not include applicable taxes.
- Costs for production of advertising material are not included.
- All programs are subject to change or cancellation.
- Program details are confirmed as of press time.
- Participation criteria exist for some programs.

ABA - America Bus Association
ACOA - Atlantic Canada Opportunities Agency
ACS - Atlantic Canada Showcase
ACTP - Atlantic Canada Tourism Partnership
CANAL - Cruise Association of Newfoundland and Labrador
ATANL - Adventure Tourism Association of Newfoundland and Labrador
CSAE - Canadian Society of Association Executives
CTC - Canadian Tourism Commission
CVB - Convention Visitors Bureau
DMC - Destination Marketing Company
DMO - Destination Marketing Organization
FAM - Familiarization Tours
FIT - Foreign/Fully Independent Travellers
JMA - Joint Marketing Agreement
MC&IT - Meetings, Conventions and Incentive Travel
NLOA - Newfoundland and Labrador Outfitters Association
NLTMC - Newfoundland and Labrador Tourism Marketing Council
NRA - National Rifle Association
NTA - National Tour Association
OMCA - Ontario Motor Coach Association
QBOA - Québec Bus Owners Association
RTA - Regional Tourism Association
RVC - Rendez-Vous Canada
USTOA - United States Tour Operator Association
VIC - Visitor Information Centre


NEWFOUNDLAND
& LABRADOR
CANADA